1. A method of applying adhesive to at least a first end of a rod shaped member having a longitudinal axis, comprising:

conveying the rod shaped member in a machine direction with the longitudinal axis thereof extending transverse to the machine direction,

applying adhesive to the first end from a first discharge passage located proximate a first adhesive application surface,

rotating the rod shaped member about the longitudinal axis thereof, and

maintaining contact between the rotating first end and the first adhesive application surface downstream of the first discharge passage to distribute the discharged adhesive around the first end.

2. The method of claim 1, wherein the step of maintaining contact further comprises:

maintaining contact for at least substantially a full revolution of the rotating first end.

3. The method of claim 1, wherein the step of maintaining contact further comprises:

rotating the first end over grooves in the first adhesive application surface extending in the machine direction.

4. The method of claim 3, wherein the step of applying adhesive further comprises:

discharging adhesive through a plurality of passages at least generally aligned with the grooves.

5. The method of claim 1, further comprising:

moving the rod-shaped member transversely relative to the machine direction from a conveying position to an adhesive application position.

6. The method of claim 1, further comprising:

detecting the location of the rod-shaped member relative to the first discharge passage, and

activating a dispensing valve in response to detecting the location of the rod-shaped member to effectively apply the adhesive to the first end.

7. The method of claim 6, further comprising:

moving the rod-shaped member back to the conveying position after applying the adhesive.

8. The method of claim 1, further comprising:

applying adhesive to a second end of the rod-shaped member from a second discharge passage located proximate a second adhesive application surface,

rotating the rod-shaped member about the longitudinal axis thereof, and

maintaining contact between the rotating second end and the second adhesive application surface downstream of the second discharge passage to distribute the discharged adhesive around the second end.